

**Cowlitz County**  
Quit Line Data Summary  
January 1 - June 30, 2005

	<u>County</u>	<u>State</u>
<b>Number of Calls to Quit Line</b>	<b>N = 365</b>	<b>N = 11,781</b>
<b>Percent of Statewide Calls</b>	3.8%	100.0%
<b>Percent of State Population in County<sup>1</sup></b>	1.6%	100.0%

  

	<u>County %</u>	<u>State %</u>
<b>Gender</b>	<b>N = 359</b>	<b>N = 10,080</b>
Female	65.2%	61.2%
Male	34.8%	38.8%
<b>Race/Ethnicity</b>	<b>N = 349</b>	<b>N = 8,813</b>
People of Color	10.6%	9.5%
White	89.4%	90.5%
<b>Age</b>	<b>N = 361</b>	<b>N = 9,893</b>
Less than 18 years old	1.9%	1.5%
18 - 24 years old	20.2%	18.1%
25 - 34 years old	28.3%	25.4%
35 - 44 years old	19.9%	22.0%
45 years and older	29.6%	33.0%
<b>Education</b>	<b>N = 354</b>	<b>N = 9,282</b>
Did not graduate high school	25.7%	20.8%
High school graduate	40.4%	34.4%
Some college/vocational school	29.9%	34.8%
College graduate	4.0%	10.0%
<b>Caller Type</b>	<b>N = 363</b>	<b>N = 10,635</b>
General Information	2.5%	7.2%
Health care provider	0.3%	1.9%
Tobacco user	97.2%	90.9%
<b>Payer Type</b>	<b>N = 289</b>	<b>N = 7,421</b>
Insured	32.2%	37.4%
Uninsured	33.9%	33.0%
Medicaid	33.9%	29.6%
<b>Heard About</b>	<b>N = 316</b>	<b>N = 8,468</b>
Past caller	8.5%	13.4%
Employer/worksites	1.6%	1.3%
Health care provider	18.4%	23.4%
Television	18.7%	15.9%
Outdoor advertisement (billboard/bus/wall)	0.3%	2.7%
Targeted mailing	0.0%	0.1%
Great Start	0.0%	0.2%
Radio	1.6%	3.9%
Newspaper/Magazine	3.2%	1.7%
Brochure/Newsletter	4.1%	4.3%
Family or friend	40.2%	28.1%
Health Department	2.2%	3.2%
School	1.3%	1.8%

Source: Washington State Department of Health  
Tobacco Prevention and Control  
Assessment and Evaluation

<sup>1</sup> "Census 2000", August 2001 (OFM)

\* Rate not calculated because number of calls was less than 5.